

**ORDER**

KSNV

**Orders**  
**Order / Rev:** 104412  
**Alt Order #:** 06832077  
**Product Desc:** HELLER FOR SENATE  
**Estimate:**  
**Flight Dates:** 09/05/12 - 09/11/12  
**Original Date / Rev:** 07/18/12 / 07/18/12  
**Order Type:** GENERAL

**Primary AE:** Amy McCreary  
**Sales Office:** BLPHI  
**Sales Region:** National

**Agency**  
**Name:** Strategic Media Services, Inc.  
**Buying Contact:**  
**Billing Contact:**  
 3299 K St. NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Heller, Dean for U.S. Senate  
**Demographic:** A35+  
**Product Codes:** PLC01  
**Priority:** SELECT PRIORITY CODE  
**Revenue Codes:** POLITICAL/AGY, PCAN, GEN

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

| Start Date | End Date | # Spots | Gross Amount | Net Amount  |
|------------|----------|---------|--------------|-------------|
| 08/27/12   | 09/11/12 | 72      | \$39,875.00  | \$33,893.75 |

**Totals**

| Month          | # Spots   | Gross Amount       | Net Amount         | Rating      |
|----------------|-----------|--------------------|--------------------|-------------|
| September 2012 | 72        | \$39,875.00        | \$33,893.75        | 0.00        |
| <b>Totals</b>  | <b>72</b> | <b>\$39,875.00</b> | <b>\$33,893.75</b> | <b>0.00</b> |

**Account Executives**

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Amy McCreary      |              |              | Start Of Order - End Of Order | 100%    |

| Order Share | Share | Total        |
|-------------|-------|--------------|
| KSNV        | 29%   | \$39,875.00  |
| Market      | 100%  | \$137,500.00 |

| Competitive Share | Share | Total       |
|-------------------|-------|-------------|
| CABLE             | 0%    | \$0.00      |
| KBLR              | 0%    | \$0.00      |
| KFBT              | 0%    | \$0.00      |
| KINC              | 0%    | \$0.00      |
| KLAS              | 26%   | \$35,750.00 |
| KLVX              | 0%    | \$0.00      |
| KSNV-             | 0%    | \$0.00      |
| KTNV              | 18%   | \$24,750.00 |
| KTUD              | 1%    | \$1,375.00  |
| KVVU              | 24%   | \$33,000.00 |
| KVWB              | 0%    | \$0.00      |
| LV1               | 0%    | \$0.00      |
| UNKWN             | 2%    | \$2,750.00  |

| Ln                        | Ch   | Start             | End             | Inventory Code         | Break | Start/End Time    | Days    | Len | Spots | Rate        | Pri | Rtg           | Type | Spots | Amount   |
|---------------------------|------|-------------------|-----------------|------------------------|-------|-------------------|---------|-----|-------|-------------|-----|---------------|------|-------|----------|
| E 1                       | KSNV | 09/05/12          | 09/07/12        | M-F 5-6a WakeUp w/WagM |       | 5-6a              | --WTF-- | :30 | 3     | \$185.002   |     | 0.00          | NM   | 3     | \$555.00 |
| M-F 5-6a WakeUp w/Wagners |      |                   |                 |                        |       |                   |         |     |       |             |     |               |      |       |          |
| NEWS                      |      |                   |                 |                        |       |                   |         |     |       |             |     |               |      |       |          |
|                           |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>        |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |          |
|                           |      | Week: 09/03/12    | 09/09/12        | --WTF--                |       | 3                 |         |     |       | \$185.00    |     | 0.00          |      |       |          |

Order / Rev: 104412  
 Alt Order #: 06832077  
 Flight Dates: 09/05/12 - 09/11/12

Advertiser: Heller, Dean for U.S. Senate  
 Product Desc: HELLER FOR SENATE  
 Estimate: KSNV

| Ln        | Ch   | Start             | End             | Inventory Code                                         | Break | Start/End Time | Days    | Len | Spots             | Rate        | Pri | Rtg           | Type | Spots | Amount     |
|-----------|------|-------------------|-----------------|--------------------------------------------------------|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|-------|------------|
| E 1       | KSNV | 09/05/12          | 09/07/12        | M-F 5-6a WakeUp w/Wagners<br>M-F 5-6a WakeUp w/Wagners | CM    | 5-6a           | --WTF-- | :30 | 3                 | \$185.002   |     | 0.00          | NM   | 3     | \$555.00   |
| NEWS      |      |                   |                 |                                                        |       |                |         |     |                   |             |     |               |      |       |            |
|           |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                        |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:     |      | 09/03/12          | 09/09/12        | --WTF--                                                |       |                |         |     | 3                 | \$185.00    |     | 0.00          |      |       |            |
| E 2       | KSNV | 09/10/12          | 09/11/12        | M-F 5-6a WakeUp w/Wagners<br>M-F 5-6a WakeUp w/Wagners | CM    | 5-6a           | MT----- | :30 | 2                 | \$185.002   |     | 0.00          | NM   | 2     | \$370.00   |
| NEWS      |      |                   |                 |                                                        |       |                |         |     |                   |             |     |               |      |       |            |
|           |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                        |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:     |      | 09/10/12          | 09/16/12        | MT-----                                                |       |                |         |     | 2                 | \$185.00    |     | 0.00          |      |       |            |
| E 3       | KSNV | 09/10/12          | 09/11/12        | M-F 6-7a WakeUp w/Wagners<br>M-F 6-7a WakeUp w/Wagners | CM    | 6-7a           | MT----- | :30 | 2                 | \$450.002   |     | 0.00          | NM   | 2     | \$900.00   |
| NEWS      |      |                   |                 |                                                        |       |                |         |     |                   |             |     |               |      |       |            |
|           |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                        |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:     |      | 09/10/12          | 09/16/12        | MT-----                                                |       |                |         |     | 2                 | \$450.00    |     | 0.00          |      |       |            |
| E 4       | KSNV | 09/05/12          | 09/07/12        | M-F 6-7a WakeUp w/Wagners<br>M-F 6-7a WakeUp w/Wagners | CM    | 6-7a           | --WTF-- | :30 | 3                 | \$450.002   |     | 0.00          | NM   | 3     | \$1,350.00 |
| NEWS      |      |                   |                 |                                                        |       |                |         |     |                   |             |     |               |      |       |            |
|           |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                        |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:     |      | 09/03/12          | 09/09/12        | --WTF--                                                |       |                |         |     | 3                 | \$450.00    |     | 0.00          |      |       |            |
| E 5       | KSNV | 09/05/12          | 09/07/12        | Today Show<br>Today Show                               | CM    | 658a-9am       | --WTF-- | :30 | 3                 | \$550.002   |     | 0.00          | NM   | 3     | \$1,650.00 |
| TODAY     |      |                   |                 |                                                        |       |                |         |     |                   |             |     |               |      |       |            |
|           |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                        |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:     |      | 09/03/12          | 09/09/12        | --WTF--                                                |       |                |         |     | 3                 | \$550.00    |     | 0.00          |      |       |            |
| E 6       | KSNV | 09/10/12          | 09/11/12        | Today Show<br>Today Show                               | CM    | 658a-9am       | MT----- | :30 | 2                 | \$550.002   |     | 0.00          | NM   | 2     | \$1,100.00 |
| TODAY     |      |                   |                 |                                                        |       |                |         |     |                   |             |     |               |      |       |            |
|           |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                        |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:     |      | 09/10/12          | 09/16/12        | MT-----                                                |       |                |         |     | 2                 | \$550.00    |     | 0.00          |      |       |            |
| E 7       | KSNV | 09/11/12          | 09/11/12        | M-F Today Show II 3rd Hour<br>M-F Today Show II        | CM    | 9-10a          | -T----- | :30 | 1                 | \$200.002   |     | 0.00          | NM   | 1     | \$200.00   |
| TODAY II  |      |                   |                 |                                                        |       |                |         |     |                   |             |     |               |      |       |            |
|           |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                        |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:     |      | 09/10/12          | 09/16/12        | -T-----                                                |       |                |         |     | 1                 | \$200.00    |     | 0.00          |      |       |            |
| E 8       | KSNV | 09/05/12          | 09/07/12        | M-F Today Show II 3rd Hour<br>M-F Today Show II        | CM    | 9-10a          | --W-F-- | :30 | 2                 | \$200.002   |     | 0.00          | NM   | 2     | \$400.00   |
| TODAY II  |      |                   |                 |                                                        |       |                |         |     |                   |             |     |               |      |       |            |
|           |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                        |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:     |      | 09/03/12          | 09/09/12        | --W-F--                                                |       |                |         |     | 2                 | \$200.00    |     | 0.00          |      |       |            |
| E 9       | KSNV | 09/05/12          | 09/07/12        | M-F Today Show III 4th Hour<br>Today 4th Hour          | CM    | 10am-11am      | --WTF-- | :30 | 3                 | \$200.002   |     | 0.00          | NM   | 3     | \$600.00   |
| TODAY III |      |                   |                 |                                                        |       |                |         |     |                   |             |     |               |      |       |            |
|           |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                        |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:     |      | 09/03/12          | 09/09/12        | --WTF--                                                |       |                |         |     | 3                 | \$200.00    |     | 0.00          |      |       |            |
| E 10      | KSNV | 09/10/12          | 09/11/12        | M-F Today Show III 4th Hour<br>Today 4th Hour          | CM    | 10am-11am      | MT----- | :30 | 2                 | \$200.002   |     | 0.00          | NM   | 2     | \$400.00   |
| TODAY III |      |                   |                 |                                                        |       |                |         |     |                   |             |     |               |      |       |            |
|           |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                        |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:     |      | 09/10/12          | 09/16/12        | MT-----                                                |       |                |         |     | 2                 | \$200.00    |     | 0.00          |      |       |            |
| E 11      | KSNV | 09/10/12          | 09/11/12        | Noon News<br>Noon News                                 | CM    | 12-1230pm      | MT----- | :30 | 2                 | \$275.002   |     | 0.00          | NM   | 2     | \$550.00   |
| NEWS      |      |                   |                 |                                                        |       |                |         |     |                   |             |     |               |      |       |            |
|           |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                        |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:     |      | 09/10/12          | 09/16/12        | MT-----                                                |       |                |         |     | 2                 | \$275.00    |     | 0.00          |      |       |            |
| E 12      | KSNV | 09/05/12          | 09/07/12        | Noon News<br>Noon News                                 | CM    | 12-1230pm      | --WTF-- | :30 | 3                 | \$275.002   |     | 0.00          | NM   | 3     | \$825.00   |
| NEWS      |      |                   |                 |                                                        |       |                |         |     |                   |             |     |               |      |       |            |
|           |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                        |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:     |      | 09/03/12          | 09/09/12        | --WTF--                                                |       |                |         |     | 3                 | \$275.00    |     | 0.00          |      |       |            |
| E 13      | KSNV | 09/05/12          | 09/07/12        |                                                        | CM    | 3-4p           | --WTF-- | :30 | 3                 | \$300.002   |     | 0.00          | NM   | 3     | \$900.00   |

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 Estimate: KSNV

| Ln                                  | Ch   | Start             | End             | Inventory Code       | Break | Start/End Time | Days    | Len | Spots             | Rate        | Pri | Rtg           | Type | Spots | Amount     |
|-------------------------------------|------|-------------------|-----------------|----------------------|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|-------|------------|
| Dr. Phil                            |      |                   |                 |                      |       |                |         |     |                   |             |     |               |      |       |            |
| Dr Phil                             |      |                   |                 |                      |       |                |         |     |                   |             |     |               |      |       |            |
| PHIL                                |      |                   |                 |                      |       |                |         |     |                   |             |     |               |      |       |            |
|                                     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:                               |      | 09/03/12          | 09/09/12        | --WTF--              |       |                |         |     | 3                 | \$300.00    |     | 0.00          |      |       |            |
| E 14                                | KSNV | 09/10/12          | 09/11/12        | Dr. Phil             | CM    | 3-4p           | MT----- | :30 | 2                 | \$300.00    | 2   | 0.00          | NM   | 2     | \$600.00   |
| Dr Phil                             |      |                   |                 |                      |       |                |         |     |                   |             |     |               |      |       |            |
| PHIL                                |      |                   |                 |                      |       |                |         |     |                   |             |     |               |      |       |            |
|                                     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:                               |      | 09/10/12          | 09/16/12        | MT-----              |       |                |         |     | 2                 | \$300.00    |     | 0.00          |      |       |            |
| E 15                                | KSNV | 09/10/12          | 09/11/12        | NEWS 3 at 4 (1 HOUR) | CM    | 4-5pm          | MT----- | :30 | 2                 | \$350.00    | 2   | 0.00          | NM   | 2     | \$700.00   |
| 4PM NEWS (1 hour) (4:00 PM-4:30 PM) |      |                   |                 |                      |       |                |         |     |                   |             |     |               |      |       |            |
| NEWS                                |      |                   |                 |                      |       |                |         |     |                   |             |     |               |      |       |            |
|                                     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:                               |      | 09/10/12          | 09/16/12        | MT-----              |       |                |         |     | 2                 | \$350.00    |     | 0.00          |      |       |            |
| E 16                                | KSNV | 09/05/12          | 09/07/12        | NEWS 3 at 4 (1 HOUR) | CM    | 4-5pm          | --WTF-- | :30 | 3                 | \$350.00    | 2   | 0.00          | NM   | 3     | \$1,050.00 |
| 4PM NEWS (1 hour) (4:00 PM-4:30 PM) |      |                   |                 |                      |       |                |         |     |                   |             |     |               |      |       |            |
| NEWS                                |      |                   |                 |                      |       |                |         |     |                   |             |     |               |      |       |            |
|                                     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:                               |      | 09/03/12          | 09/09/12        | --WTF--              |       |                |         |     | 3                 | \$350.00    |     | 0.00          |      |       |            |
| E 17                                | KSNV | 09/05/12          | 09/07/12        | NEWS 3 at 4 (1 HOUR) | CM    | 4-5pm          | ---TF-- | :30 | 3                 | \$450.00    | 2   | 0.00          | NM   | 2     | \$900.00   |
| 4PM NEWS (1 hour) (4:30 PM-5:00 PM) |      |                   |                 |                      |       |                |         |     |                   |             |     |               |      |       |            |
| NEWS                                |      |                   |                 |                      |       |                |         |     |                   |             |     |               |      |       |            |
|                                     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:                               |      | 09/03/12          | 09/09/12        | ---TF--              |       |                |         |     | 2                 | \$450.00    |     | 0.00          |      |       |            |
| E 18                                | KSNV | 09/10/12          | 09/11/12        | NEWS 3 at 4 (1 HOUR) | CM    | 4-5pm          | MT----- | :30 | 2                 | \$450.00    | 2   | 0.00          | NM   | 2     | \$900.00   |
| 4PM NEWS (1 hour) (4:30 PM-5:00 PM) |      |                   |                 |                      |       |                |         |     |                   |             |     |               |      |       |            |
| NEWS                                |      |                   |                 |                      |       |                |         |     |                   |             |     |               |      |       |            |
|                                     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:                               |      | 09/10/12          | 09/16/12        | MT-----              |       |                |         |     | 2                 | \$450.00    |     | 0.00          |      |       |            |
| E 19                                | KSNV | 09/10/12          | 09/11/12        | M-F Early News       | CM    | 5-630p         | MT----- | :30 | 4                 | \$725.00    | 2   | 0.00          | NM   | 4     | \$2,900.00 |
| M-F Early News                      |      |                   |                 |                      |       |                |         |     |                   |             |     |               |      |       |            |
| NEWS                                |      |                   |                 |                      |       |                |         |     |                   |             |     |               |      |       |            |
|                                     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:                               |      | 09/10/12          | 09/16/12        | MT-----              |       |                |         |     | 4                 | \$725.00    |     | 0.00          |      |       |            |
| E 20                                | KSNV | 09/05/12          | 09/07/12        | M-F Early News       | CM    | 5-630p         | ---TF-- | :30 | 6                 | \$725.00    | 2   | 0.00          | NM   | 4     | \$2,900.00 |
| M-F Early News                      |      |                   |                 |                      |       |                |         |     |                   |             |     |               |      |       |            |
| NEWS                                |      |                   |                 |                      |       |                |         |     |                   |             |     |               |      |       |            |
|                                     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:                               |      | 09/03/12          | 09/09/12        | ---TF--              |       |                |         |     | 4                 | \$725.00    |     | 0.00          |      |       |            |
| E 21                                | KSNV | 09/10/12          | 09/11/12        | M-F Jeopardy         | CM    | 630-7pm        | MT----- | :30 | 2                 | \$725.00    | 2   | 0.00          | NM   | 2     | \$1,450.00 |
| M-F Jeopardy                        |      |                   |                 |                      |       |                |         |     |                   |             |     |               |      |       |            |
| JEP                                 |      |                   |                 |                      |       |                |         |     |                   |             |     |               |      |       |            |
|                                     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:                               |      | 09/10/12          | 09/16/12        | MT-----              |       |                |         |     | 2                 | \$725.00    |     | 0.00          |      |       |            |
| E 22                                | KSNV | 09/05/12          | 09/07/12        | M-F Jeopardy         | CM    | 630-7pm        | ---TF-- | :30 | 3                 | \$725.00    | 2   | 0.00          | NM   | 2     | \$1,450.00 |
| M-F Jeopardy                        |      |                   |                 |                      |       |                |         |     |                   |             |     |               |      |       |            |
| JEP                                 |      |                   |                 |                      |       |                |         |     |                   |             |     |               |      |       |            |
|                                     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:                               |      | 09/03/12          | 09/09/12        | ---TF--              |       |                |         |     | 2                 | \$725.00    |     | 0.00          |      |       |            |
| E 23                                | KSNV | 09/05/12          | 09/07/12        | M-F Wheel            | CM    | 7-730pm        | ---TF-- | :30 | 2                 | \$725.00    | 2   | 0.00          | NM   | 2     | \$1,450.00 |
| M-F Wheel of Fortune                |      |                   |                 |                      |       |                |         |     |                   |             |     |               |      |       |            |
| WHEEL                               |      |                   |                 |                      |       |                |         |     |                   |             |     |               |      |       |            |
|                                     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:                               |      | 09/03/12          | 09/09/12        | ---TF--              |       |                |         |     | 2                 | \$725.00    |     | 0.00          |      |       |            |
| E 24                                | KSNV | 09/10/12          | 09/11/12        | M-F Wheel            | CM    | 7-730pm        | MT----- | :30 | 2                 | \$725.00    | 2   | 0.00          | NM   | 2     | \$1,450.00 |
| M-F Wheel of Fortune                |      |                   |                 |                      |       |                |         |     |                   |             |     |               |      |       |            |
| WHEEL                               |      |                   |                 |                      |       |                |         |     |                   |             |     |               |      |       |            |
|                                     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:                               |      | 09/10/12          | 09/16/12        | MT-----              |       |                |         |     | 2                 | \$725.00    |     | 0.00          |      |       |            |
| E 25                                | KSNV | 09/10/12          | 09/11/12        |                      | CM    | 730-758pm      | MT----- | :30 | 2                 | \$400.00    | 2   | 0.00          | NM   | 2     | \$800.00   |

Order / Rev: 104412  
 Alt Order #: 06832077  
 Flight Dates: 09/05/12 - 09/11/12

Advertiser: Heller, Dean for U.S. Senate  
 Product Desc: HELLER FOR SENATE  
 Estimate: KSNV

| Ln             | Ch   | Start             | End             | Inventory Code            | Break             | Start/End Time  | Days        | Len | Spots         | Rate        | Pri | Rtg  | Type   | Spots | Amount      |
|----------------|------|-------------------|-----------------|---------------------------|-------------------|-----------------|-------------|-----|---------------|-------------|-----|------|--------|-------|-------------|
|                |      |                   |                 | Face to Face w/ Ralston   |                   |                 |             |     |               |             |     |      |        |       |             |
|                |      |                   |                 | Face to Face w/ J.Ralston |                   |                 |             |     |               |             |     |      |        |       |             |
| FACE           |      |                   |                 |                           |                   |                 |             |     |               |             |     |      |        |       |             |
|                |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           | <u>Spots/Week</u> |                 | <u>Rate</u> |     | <u>Rating</u> |             |     |      |        |       |             |
| Week: 09/10/12 |      | 09/10/12          | 09/16/12        | MT-----                   | 2                 |                 | \$400.00    |     | 0.00          |             |     |      |        |       |             |
| E 26           | KSNV | 09/05/12          | 09/07/12        | Face to Face w/ Ralston   | CM                | 730-758pm       | ----TF--    | :30 | 3             | \$400.002   |     | 0.00 | NM     | 2     | \$800.00    |
|                |      |                   |                 | Face to Face w/ J.Ralston |                   |                 |             |     |               |             |     |      |        |       |             |
| FACE           |      |                   |                 |                           |                   |                 |             |     |               |             |     |      |        |       |             |
|                |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           | <u>Spots/Week</u> |                 | <u>Rate</u> |     | <u>Rating</u> |             |     |      |        |       |             |
| Week: 09/03/12 |      | 09/03/12          | 09/09/12        | ----TF--                  | 2                 |                 | \$400.00    |     | 0.00          |             |     |      |        |       |             |
| E 27           | KSNV | 09/06/12          | 09/06/12        | M-F News 3 at Eleven      | CM                | 11pm-1135pm     | ----T---    | :30 | 1             | \$750.002   |     | 0.00 | NM     | 1     | \$750.00    |
|                |      |                   |                 | M-F News 3 at Eleven      |                   |                 |             |     |               |             |     |      |        |       |             |
| NEWS           |      |                   |                 |                           |                   |                 |             |     |               |             |     |      |        |       |             |
|                |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           | <u>Spots/Week</u> |                 | <u>Rate</u> |     | <u>Rating</u> |             |     |      |        |       |             |
| Week: 09/03/12 |      | 09/03/12          | 09/09/12        | ---T---                   | 1                 |                 | \$750.00    |     | 0.00          |             |     |      |        |       |             |
| E 28           | KSNV | 09/10/12          | 09/10/12        | M-F News 3 at Eleven      | CM                | 11pm-1135pm     | M-----      | :30 | 1             | \$750.002   |     | 0.00 | NM     | 1     | \$750.00    |
|                |      |                   |                 | M-F News 3 at Eleven      |                   |                 |             |     |               |             |     |      |        |       |             |
| NEWS           |      |                   |                 |                           |                   |                 |             |     |               |             |     |      |        |       |             |
|                |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           | <u>Spots/Week</u> |                 | <u>Rate</u> |     | <u>Rating</u> |             |     |      |        |       |             |
| Week: 09/10/12 |      | 09/10/12          | 09/16/12        | M-----                    | 1                 |                 | \$750.00    |     | 0.00          |             |     |      |        |       |             |
| E 29           | KSNV | 09/08/12          | 09/09/12        | Sa-Su News 3 at Eleven    | CM                | 11pm-1135pm     | -----SS     | :30 | 2             | \$750.002   |     | 0.00 | NM     | 2     | \$1,500.00  |
|                |      |                   |                 | Sa-Su News 3 at Eleven    |                   |                 |             |     |               |             |     |      |        |       |             |
| NEWS           |      |                   |                 |                           |                   |                 |             |     |               |             |     |      |        |       |             |
|                |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           | <u>Spots/Week</u> |                 | <u>Rate</u> |     | <u>Rating</u> |             |     |      |        |       |             |
| Week: 09/03/12 |      | 09/03/12          | 09/09/12        | -----SS                   | 2                 |                 | \$750.00    |     | 0.00          |             |     |      |        |       |             |
| E 30           | KSNV | 09/08/12          | 09/08/12        | News 3 Sunrise - SATURDAY | CM                | 6a-7a           | -----S-     | :30 | 1             | \$200.002   |     | 0.00 | NM     | 1     | \$200.00    |
|                |      |                   |                 | News 3 Sunrise SATURDAY   |                   |                 |             |     |               |             |     |      |        |       |             |
| NEWS           |      |                   |                 |                           |                   |                 |             |     |               |             |     |      |        |       |             |
|                |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           | <u>Spots/Week</u> |                 | <u>Rate</u> |     | <u>Rating</u> |             |     |      |        |       |             |
| Week: 09/03/12 |      | 09/03/12          | 09/09/12        | -----S-                   | 1                 |                 | \$200.00    |     | 0.00          |             |     |      |        |       |             |
| E 31           | KSNV | 09/08/12          | 09/08/12        | Sa-Su Early News          | CM                | 5pm-630pm       | -----S-     | :30 | 2             | \$350.002   |     | 0.00 | NM     | 2     | \$700.00    |
|                |      |                   |                 | Sa-Su Early News          |                   |                 |             |     |               |             |     |      |        |       |             |
| NEWS           |      |                   |                 |                           |                   |                 |             |     |               |             |     |      |        |       |             |
|                |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           | <u>Spots/Week</u> |                 | <u>Rate</u> |     | <u>Rating</u> |             |     |      |        |       |             |
| Week: 09/03/12 |      | 09/03/12          | 09/09/12        | -----S-                   | 2                 |                 | \$350.00    |     | 0.00          |             |     |      |        |       |             |
| E 32           | KSNV | 09/09/12          | 09/09/12        | Sunday Today              | CM                | 7a-8am          | -----S      | :30 | 1             | \$625.001   |     | 0.00 | NM     | 1     | \$625.00    |
|                |      |                   |                 | Sunday Today              |                   |                 |             |     |               |             |     |      |        |       |             |
| SUN TODAY      |      |                   |                 |                           |                   |                 |             |     |               |             |     |      |        |       |             |
|                |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           | <u>Spots/Week</u> |                 | <u>Rate</u> |     | <u>Rating</u> |             |     |      |        |       |             |
| Week: 09/03/12 |      | 09/03/12          | 09/09/12        | -----S                    | 1                 |                 | \$625.00    |     | 0.00          |             |     |      |        |       |             |
| E 33           | KSNV | 09/09/12          | 09/09/12        | NFL Football              | CM                | 1P-9PM          | -----S      | :30 | 1             | \$8,000.002 |     | 0.00 | NM     | 1     | \$8,000.00  |
|                |      |                   |                 | NFL Football              |                   |                 |             |     |               |             |     |      |        |       |             |
| SNFL           |      |                   |                 |                           |                   |                 |             |     |               |             |     |      |        |       |             |
|                |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           | <u>Spots/Week</u> |                 | <u>Rate</u> |     | <u>Rating</u> |             |     |      |        |       |             |
| Week: 09/03/12 |      | 09/03/12          | 09/09/12        | -----S                    | 1                 |                 | \$8,000.00  |     | 0.00          |             |     |      |        |       |             |
| E 34           | KSNV | 09/09/12          | 09/09/12        | Sports Night in Las Vegas | CM                | Sun 1135p-1200a | -----S      | :30 | 1             | \$200.002   |     | 0.00 | NM     | 1     | \$200.00    |
|                |      |                   |                 | Sports Night in Las Vegas |                   |                 |             |     |               |             |     |      |        |       |             |
| SPORTS NIGHT   |      |                   |                 |                           |                   |                 |             |     |               |             |     |      |        |       |             |
|                |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           | <u>Spots/Week</u> |                 | <u>Rate</u> |     | <u>Rating</u> |             |     |      |        |       |             |
| Week: 09/03/12 |      | 09/03/12          | 09/09/12        | -----S                    | 1                 |                 | \$200.00    |     | 0.00          |             |     |      |        |       |             |
|                |      |                   |                 |                           |                   |                 |             |     |               |             |     |      | Totals | 72    | \$39,875.00 |